1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Tags, total_time_spent_on_website, page_views_per_visit

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

tags - Closed by Horizzon, Lost to EINS, Will revert after reading the mail

3. X Education has a period of 2 months every year during which they hire some interns.
The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Given that the goal is to convert as many potential leads as possible, especially during the period when interns are hired, we can try the following.
   - Prioritize leads with the following tags: 'Closed by Horizzon', 'Lost to EINS', 'Will revert after reading the email', 'Busy', 'Interested in Next batch', 'Lateral student',
   - These tags have the highest absolute coefficients and are strong indicators of potential conversions.
   - Prioritize Website Engagement: Give attention to leads who have spent a significant amount of time on the website ('total_time_spent_on_website') and have a higher number of page views per visit ('page_views_per_visit'), as higher values for these features contribute positively to lead conversion.
   - For leads with the tag 'Want to take admission but has financial issues', explore options for providing financial assistance or alternative payment plans to facilitate conversion.
   - Leverage the interns by assigning them to leads with the highest priority tags and features. Provide training to interns on effective communication strategies.
   - During the aggressive conversion phase, focus on making personalized phone calls to the identified leads.
   - Use the information from the top features to tailor your communication and address specific concerns or interests.
   - Regularly monitor the outcomes of the phone call campaign and adapt the strategy based on the feedback and results. - Utilize feedback from interns and leads to improve the targeting strategy.
   - Continuous monitoring and adaptation based on real-time feedback will enhance the effectiveness of the conversion strategy.

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

- The strategy should ensure a focus on meaningful interactions, and efficient resource utilization during periods of achieving targets.
- Prioritize high-priority leads based on lead scores for targeted interactions.
- Utilize automated channels and self-service options to deliver information and support online without the need for direct calls.
- Integrate chatbots for initial queries and promote educational content for self-education.
- Invest in sales team training, monitor customer feedback for adjustments, and engage in strategic planning for future quarters.